OBJECTIVES OF THE DOCTORAL SEMINAR

The main objective of this doctoral seminar is to develop a thorough understanding of the major methodologies used in consumer research, while also learning about the behaviour of consumers within the contemporary environments of Canadian markets. The focus of this seminar will be on how to develop research designs, instruments and methodologies to answer specific research questions and test specific theories and theoretical frameworks. Students who have limited knowledge of basic marketing research (especially those who have not taken the research methodology core course) are strongly advised to fill this gap (through additional readings) at the beginning of the course.

LEARNING MIX

Each student is expected to participate in two major activities, all contributing to understanding the nature of consumer research methodologies:

1. **Lectures and class discussions on the assigned readings.** Since no textbook is used in this course, it is important to draw as much learning as possible from these readings:

   The readings must be done before coming to class to ensure a high level of interaction.

   Each assigned article must be thoroughly reviewed by one student, who will prepare a written review (not exceeding five single-space typewritten pages), and present it to the class (20-30 minutes are allocated for each presentation). The scope of the review must include:
i A summary of the conceptual development of the paper, research methodology, major findings and conclusions (1 page maximum).

ii An evaluation of the conceptual (e.g., key contributions of the article), and the methodological (e.g., anything new and interesting, as well as all major flaws or weaknesses) aspects of the paper (3 pages).

iii Some very specific recommendations for future research (1 page).

The other students must be prepared to critique the presentation and provide their own suggestions.

2. **A term project consisting of an in-depth study of a very specific topic within the general area of consumer research in Canada.** The study must focus on an area that currently requires new directions or a new integrative framework, and fresh ideas. The report must contain a complete literature review (about 40-50% of the report), followed by statements of hypotheses and a detailed methodology or the proposal of a new conceptual model or framework that you are suggesting for undertaking the research.

The following schedule must be adhered to by every student:

i **Week 4:** Submit the subject of the term project to the professor for approval (1 paragraph, typewritten).

ii **Week 13:** Submit the final report for the project. The report must be typewritten, double-spaced with 1 inch margins, and contain a maximum of 25 pages of text (not including the bibliography). There is no limit on the number of exhibits.

*NOTE:* M.Sc. students who have been allowed to take this doctoral seminar will have fewer requirements in terms of assignments than the doctoral students. In addition, the final report will place more weight to the literature review and the statement of hypotheses than the methodology.

**EVALUATION**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Term project</td>
<td>30%</td>
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<tr>
<td>Reviews of articles</td>
<td>20%</td>
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<tr>
<td>Mid-term examination</td>
<td>10%</td>
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<tr>
<td>Oral presentations</td>
<td>25%</td>
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<tr>
<td>Participation</td>
<td>15%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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SCHEDULE OF TOPICS

Session 1  
An Introduction to methodologies in consumer research

Assignment: Assign reviews to each student.

Session 2  
Consumer research, literature reviews and formulation of hypotheses

Reviews of five articles:


Session 3  
Exploratory research methods

Reviews of five articles:


Session 4  
**Process of scale development**

Reviews of five articles:


**Assignment:** Choice of the topic for the major research

Session 5  
**Issues in questionnaire design**

Reviews of five articles:


**Session 6**  
*Issues of reliability and validity*

Reviews of five articles:


**Session 7**  
*Mid-term examination*

**Session 8**  
*Sampling methods*

Reviews of five articles:


Session 9  
Methods of experimentation

Reviews of five articles:


Session 10  
Methods of analysis (I)

Reviews of five articles:


Session 11  Methods of analysis (II)

Reviews of five articles:


Session 12  Modeling consumer behaviour

Reviews of five articles:

Session 13  

*Presentation of term projects*

**Assignment:** Final reports